FALL BOOK OF

MENU MAGIC

"She guessed the sugar, the sauce was too sweet.
And by her guessing she spoiled the meat.
What of the moral? 'Tis easy to see
A good cook measures and weighs to a T."

—Anonymous

●

MENU MAGIC

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September 1932

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NATIONAL BISCUIT COMPANY
"Uneeda Bakers"
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New Menus · New Dishes

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KNOW YOUR CRACKERS!

There are fig bars made of ungraded figs, inferior shortenings —but there's only one FIG NEWTON. There are crackers that make a claim to crispness—but there's only one PREMIUM FLAKE CRACKER.

We use high score butter, clean-milled flour, rich chocolate, hand-picked fruit—the selfsame choice ingredients you choose for your own good cooking. We take scrupulous pains to keep our floors spotless, our baking sheets shining, to employ only trustworthy bakers. And the big red seal on every box of "Uneeda Bakers" crackers is our pledge of good faith to you. So for your own protection look for the big red Uneeda seal and buy your crackers by name.

LET'S GO CRACKER COOKING

"LAWS, Missy," said Mandy, when I asked her for her recipe for Ginger Muffins, "hit's as easy as nuffin in dis world. I just takes a good piece of butter and more'n you'd think o' sugar and as many aigs as it looks like hit needs, and I stir 'em all up with flour and baking powder and milk" . . . and yet Mandy's muffins are grand. But most of us need to be more exact in our cooking measurements to achieve good results.

Just look at the cups in your cupboard and see how they vary in size. Spoons, too, have different-sized bowls. So when you start your cracker cooking please bear in mind that the recipes in Menu Magic are created with accurate measurements. Use an eight ounce measuring cup, marked for quarters, thirds and halves, use regulation measuring spoons. And remember that a cupful, or a spoonful, means *level*—not rounded or heaped.

Uneeda Bakers recipe for Ginger Muffins, on page 21, makes them as good as Mandy's, but you'll find this and all the recipes in this book turn out most successfully when directions are followed exactly and accurately.

And this means also that it is important to use the cracker named. For crackers, too, vary greatly in quality, flavor and texture. Only "Uneeda Bakers" crackers and cookies can give you the happy results that your cracker cookery is entitled to.

And just one word more.

Because "there are as many tastes as tongues," you will undoubtedly like some of the recipes in this booklet more than others. But this is true of all cook books. So I shall be happy to think that all of you are finding some choice new recipes to add to your own collection.

Please write me frankly about your use of them. I shall value your letters and their suggestions.

Cordially,
NANCY BEST

START THE DAY IN HIGH!

START the day with a good humored breakfast — and you will find life easier and happier.

Of course you need the essential foods — milk to keep your body strong, fruit to guard your health, and the quick energy fuel in well-baked cereals and crackers — that's a safe rule to follow.

But don't wear out breakfasts' welcome by serving them in "just the same old way." Not when it's so easy to put variety into breakfasts, such fun to see the faces at the breakfast table brighten, such solid satisfaction to get the day off to a jolly good start.

Here's to merrier breakfasts! And here they are—

MENU

Grapes

Wheatsworth Whole Wheat Cereal with milk or cream

Poached Eggs on Holland Rusk

Coffee Milk

MENU

Grapefruit

Creamed Chipped Beef on Toasted Shredded Wheat

*Honey Graham Muffins

Coffee Milk

MENU

Melon

Boiled Ham
Toasted Shredded Wheat Biscuit
Grape Marmalade

Coffee Milk

MENU

Orange Juice

Sliced Bananas
with
Zwieback Milk Toast

Coffee Milk
Breakfast Cookies

*HONEY GRAHAM MUFFINS

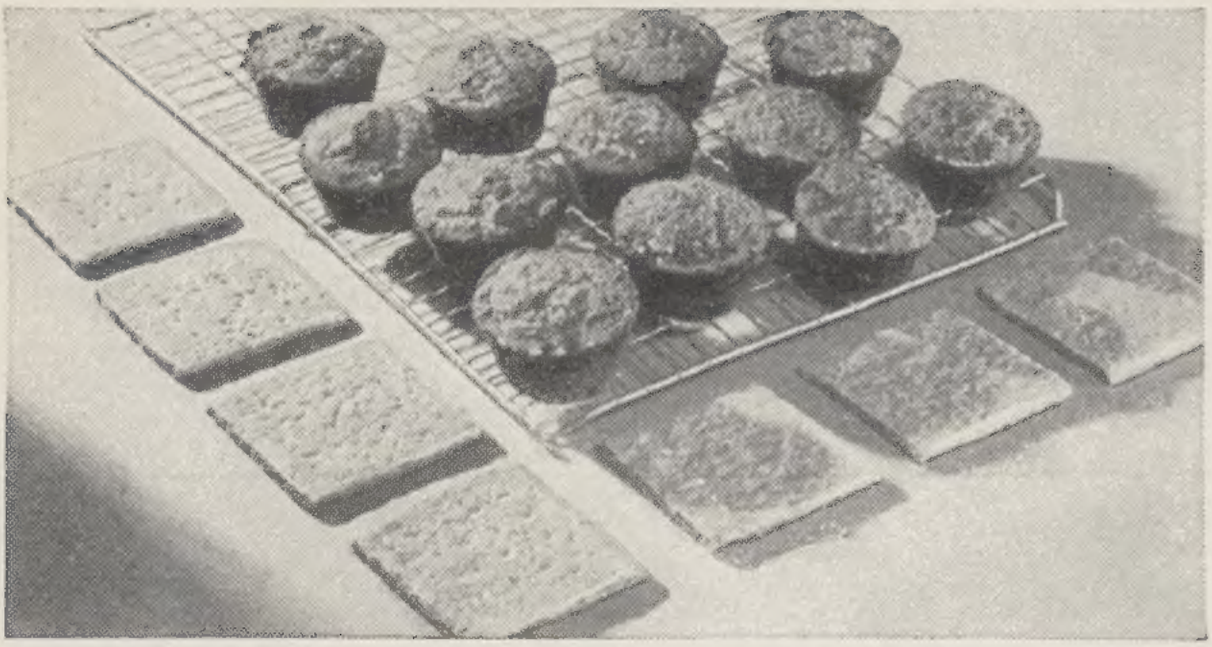
3 tbsps. melted shortening
4 tbsps. honey
1 egg
½ cup milk
¼ tsp. salt
2 tsps. baking powder
18 Uneeda Graham Crackers, crumbled fine

Mix shortening and honey and add well beaten egg. Crumble crackers and add milk, salt and baking powder. Put mixture into greased muffin pans and bake in a hot oven (425° F) 20 minutes. 12 small muffins.

GRAHAM PINEAPPLE FRITTERS

3 eggs, beaten
¼ tsp. salt
26 Uneeda Graham Crackers (small)
¼ tsp. baking powder
1 cup cut-up drained pineapple

Beat eggs, add salt, crumbled crackers and baking powder. Fold in drained pineapple. Fry by spoonfuls in butter or a small amount of hot fat. 6 portions.



Honey Graham Muffins (Page 4)

SHORTCUTS *and* SURPRISES!

PLAIN OMELET—Four eggs serve six when you add 3 crumbled Premium Flake Crackers and 2 tablespoons milk to each egg in your omelet. Melt butter, pour in egg mixture, and cook, covered, over low flame until set. Fold and serve with or without crisp bacon.

SCRAMBLED EGGS AND SAUSAGE—To serve six, crumble 12 Premium Flake Crackers, moisten with ⅔ cup milk, and stir in 4 eggs. Cook in a small amount of hot butter over moderate flame, stirring until thickened. Pan-fry 12 small link sausages, and serve eggs on warm platter surrounded with sausage.

SHREDDED WHEAT TOAST—Split and toast Shredded Wheat. Serve buttered as toast, with hot milk and salt or sugar as milk toast, or use as a foundation for creamed meat, fish, eggs, or for hash.

UNEEDA GRAHAM CRACKERS served with cut fruit and rich milk make a completely rounded breakfast.

OYSTERETTES or DANDY OYSTER CRACKERS offer a pleasant change for breakfast. Serve them with hot milk.

HOLLAND RUSK are a fine breakfast bread and also make an excellent base for poached, creamed or scrambled eggs, hash, and creamed meat or fish.

ZWIEBACK with marmalade is a treat with the second cup of coffee or cocoa, or makes fine milk toast.

AND LET'S HAVE COOKIES

Just a taste of something sweet—it's a good way to round off any meal—an extra good way to add interest to breakfast. Put a plate of any of "Uneeda Bakers" sweet cookies on the breakfast table—and see how happily the family help themselves!

NEW LIGHT *on* LUNCHES!

EASY enough for the cracker cook to serve "something new" for lunch! Look at these menus. Read the recipes. Don't they sound GOOD TO EAT?

They're every bit as much fun to cook. For you know when you start (and you start with the hard work done!) that cracker cookery simply CAN'T FAIL!

MENUS

Grape-Ginger Ale Cocktail

Champion Cheese Chops (Page 7)
Grilled Tomatoes
Buttered Holland Rusk

Apple Sauce
Old Fashion Ginger Snaps

Tea Milk

Tomato Bouillon
Toasted Whole Wheat Wafers

Creamed Salmon
Potato Chips

Lettuce and Cucumber Salad

Susans

Tea Milk

Tomato Canape

Corn Chowder (Page 7)
Champion Flake Butter Crackers

Baked Apples
"Uneeda Bakers"
Golden Fruit Cake

Tea Milk

Ripe Olive and Egg Casserole
(Page 7)
Uneeda Biscuit

Grapefruit Salad
Cheese Wafers

Chocolate Mallomars

Tea Milk

Champion Cheese Chops (Page 7)

Butchels, New Style (Page 9)

TRY THESE *for* LUNCH!

CORN CHOWDER

4 cups diced potatoes
2 cups boiling water
1 tbsp. minced onion
2 tbsps. butter
1 can corn
4 cups scalded milk
Salt and pepper
1 cup Oysterettes

Cook potatoes in boiling water until tender, but not soft. Cook onion in butter 2 minutes over low flame and add to potatoes. Then add corn and milk and bring to boiling point. Season and add crackers. Simmer gently 2 minutes and serve. 6 portions.

CHAMPION CHEESE CHOPS

¾ cup grated cheese or soft package cheese
2 eggs, beaten
20 Champion Flake Butter Crackers, rolled
¼ cup butter
2 tsps. mustard
Salt & pepper
2 tsps. parsley, chopped

Mix all ingredients. Shape like chops and fry in a small amount of hot butter or fat. 6 portions.

SURPRISE MEAT BALLS

24 Dandy Oyster Crackers
¾ lb. chopped beef
1 tbsp. butter or fat
Salt & pepper

Place two Dandy Oyster Crackers together and surround with chopped meat and shape in small balls. Brown quickly in hot fat, seasoning as they brown. 12 balls.

CHAMPION CLAM CROQUETTES

18 Champion Flake Butter Crackers, rolled
4 tbsps. (1 can) clam meat (chopped)
2 eggs, beaten
Salt & pepper
1 tsp. minced parsley

Roll or crumble crackers fine, add clam meat, well beaten eggs, salt and pepper and parsley. Mix, shape into rolls and fry in butter or a small amount of hot fat. 12 small croquettes.

RIPE OLIVE & EGG CASSEROLE

10 Uneeda Biscuit
3 tbsps. butter
5 hard boiled eggs
½ cup ripe olives, chopped
¼ cup grated cheese
1 tbsp. minced onion
½ tsp. prepared mustard
1 tsp. salt
¾ cup milk

Crumble crackers and brown lightly in 2 tbsps. butter. Slice eggs. Mix crackers, eggs, olives, cheese, onion, mustard and salt. Pour into a greased baking dish and cover with milk. Dot with butter and bake 20 minutes in a hot oven (425° F). 6 portions.

EGGS ITALIAN

8 Uneeda Biscuit
¾ cup milk
½ cup olive oil
3 tomatoes, sliced
4 eggs
Salt & pepper
3 tbsps. grated American cheese

Crumble crackers and add the milk. Heat oil in pan and fry tomatoes in it over low flame, turning tomatoes over. When tender add eggs, unbeaten, season and cover with cracker-milk mixture. Cover and cook over low flame until set. Serve hot, sprinkled with cheese. 6 portions.

HERE *are* EXCITING

CHOCOLATE SNAP CUSTARD

1 egg
1 tbsp. flour
⅓ cup sugar
2 cups milk
2 tsps. vanilla
Salt
1 box "Uneeda Bakers" Chocolate Snaps

Beat egg. Mix flour, sugar and salt, stir into egg and add milk gradually. Stir over hot water until thick. Remove from fire and add vanilla. Line pudding dish with Chocolate Snaps. Fill with hot custard, place Chocolate Snaps on top, and chill. 6 portions.

GINGER APRICOT BETTY

1½ cups drained apricots
¾ cup apricot juice
2 tbsps. butter
15 "Uneeda Bakers" Old Fashion Ginger Snaps, crumbled

Into a buttered pudding dish put drained apricots. Cover with crumbled snaps. Pour juice over crumbs. Dot with butter. Bake in a hot oven (475°F) 15 minutes. 6 portions.

ICEBOX CHERRY PIE

1 pkg. "Uneeda Bakers" Lemon Snaps
2 cups pitted, drained cherries
1½ cups hot, soft custard

Crumble Lemon Snaps fine and place in a layer on the bottom of a buttered pie plate. Cover with a layer of cherries and pour hot custard on top. Place in a refrigerator 3—4 hours. 6 portions.

MARMALADE PUDDING

36 Zu Zu Ginger Snaps, crumbled
2 eggs
2 cups milk
¾ cup marmalade, orange, peach or apricot

Into greased baking dish put crumbled Zu Zu Ginger Snaps and marmalade in alternate layers. Beat eggs until light. Combine with milk and pour over snap-marmalade mixture. Bake in moderate oven (375°F) 25-30 minutes. 6 portions.

LEMON TARTS

1 egg yolk
⅓ cup sugar
2 tbsps. lemon juice
1 tsp. grated lemon rind
Salt
"Uneeda Bakers" Malted Milk Crackers
Marshmallows

Beat egg yolk and add sugar. Add lemon juice, grated rind and salt and stir over hot water until thick. Cool and put a spoonful on each Malted Milk Cracker. Top with a half marshmallow and place on cookie sheet in broiling oven until marshmallows puff and brown lightly. 15—20 tarts.

SOCIAL TEA CAKE

¼ cup butter
½ cup sugar
2 egg yolks, beaten
2 oz. chocolate
18 Social Tea Biscuits, crumbled
1 tsp. baking powder
¼ cup nut meats, chopped
2 egg whites, beaten stiff

Cream butter with sugar and add beaten egg yolks, then add melted chocolate. Add crumbled crackers, baking powder and nuts. Fold in stiffly beaten egg whites and pour into buttered shallow cake pan. Bake in moderate oven (375° F) 25 minutes. Cut in squares while warm.

Icebox Cherry Pie (Above)

DESSERTS *for* LUNCH

BUTCHELS, NEW STYLE

2 tbsps. butter
6 Holland Rusk
18 stewed prunes, pitted
1 egg white
1 tbsp. sugar
¼ tsp. grated lemon rind

Butter Rusk and place 3 prunes on each. Beat egg white stiff, add sugar and lemon rind and spread a portion over each Rusk. Place on baking sheet and bake in a slow oven (325°F) 15-20 minutes until meringue browns. 6 portions.

PEAR CHARLOTTE

6 halves pears, drained
20 "Uneeda Bakers" Lemon Snaps
1 tbsp. powdered sugar
1 tsp. vanilla
12 marshmallows
¾ cup cream

Cut pears and marshmallows fine, and coarsely crumble Lemon Snaps. Beat cream and stir in sugar and vanilla. Fold in pears, marshmallows and crumbled crackers. Chill in parfait glasses. 6 portions.

ORANGE GINGER APPLES

6 tart apples
24 Zu Zu Ginger Snaps, crumbled
½ cup orange marmalade
2 tbsps. butter
½ cup hot water

Peel and core apples and place in a baking dish. Fill centers with orange marmalade, cover with crumbled Zu Zu Ginger Snaps, dot with butter and pour water over all. Cover and bake in a hot oven (425° F) until apples are tender. Uncover and brown. 6 portions.

GRAHAM DATE PUDDING

2 cups hot milk
½ cup sugar
14 Uneeda Graham Crackers, crumbled
1 egg, beaten
¾ cup chopped dates
¼ tsp. salt
1 tsp. grated orange or lemon rind
1 tsp. vanilla

To hot milk, add sugar and crackers. Stir into beaten egg and add dates, salt, rind and vanilla. Turn into a buttered baking dish and bake 40 minutes in a slow oven (325° F). Serve hot with sauce or cream. 6 portions.

PINEAPPLE CUSTARD

2 eggs, slightly beaten
½ cup sugar
⅛ tsp. salt
2 cups scalded milk
1 tsp. vanilla
¾ cup crushed pineapple
8 "Uneeda Bakers" Malted Milk Crackers

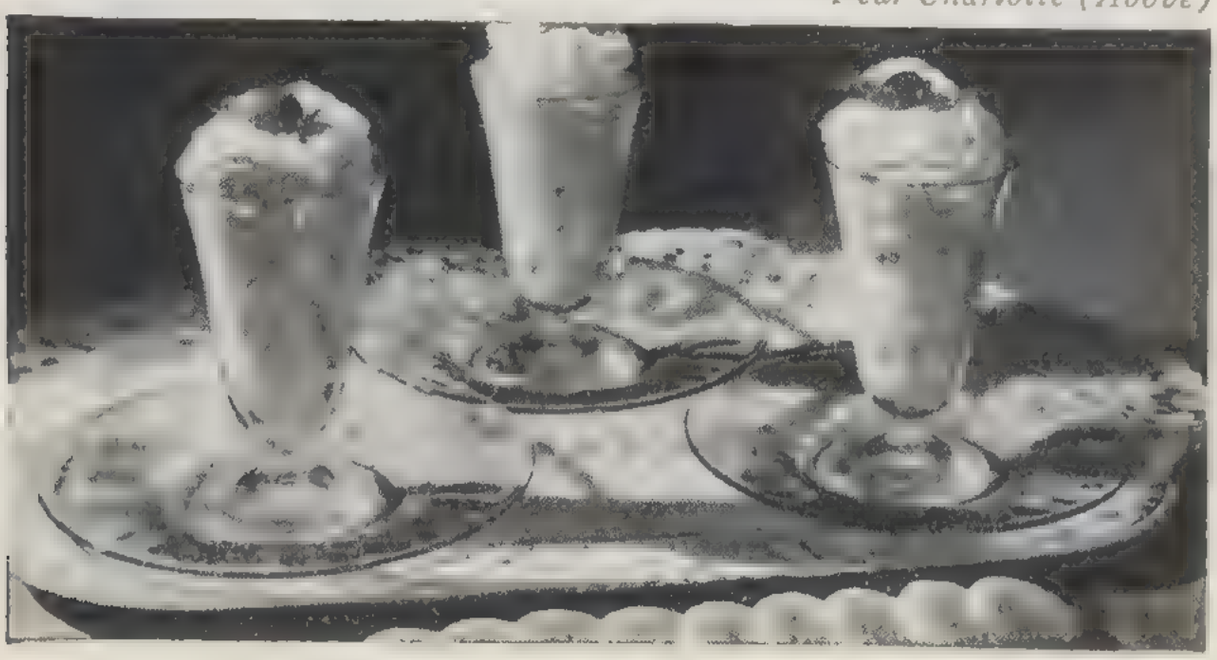
Mix well slightly beaten eggs, sugar and salt. Pour over this slowly the scalded milk, stirring until sugar is fully dissolved. Cook over hot water, stirring constantly until mixture coats a spoon. Add flavoring, drained crushed pineapple and crumbled Malted Milk Crackers. Chill and serve plain or with cream. 6 portions.

DANISH FRUIT DUMPLINGS

9 Holland Rusk, crumbled fine
½ tsp. salt
1 tsp. baking powder
¼ cup sugar
1 cup suet, chopped fine
2 eggs, beaten
¾ cup milk
1 pint stewed or canned fruit

Mix Rusk, salt, baking powder, sugar and add suet. Add beaten eggs and milk and beat to a smooth stiff batter. Drop by spoonfuls into gently boiling fruit. Cover and cook over low flame 10 minutes. Lift dumplings to a warm dish and pour fruit over them. 6 portions.

Pear Charlotte (Above)



DON'T DREAD DINNERS!

EVEN very young cooks needn't be afraid to serve a dinner now. Not when dishes that look elaborate can be made so very simply, when dishes that look expensive can cost so very little, when you've found the trick of making crackers take much of the hard work, all of the guesswork, out of a lot of your cooking.

Read these recipes — you'll see what we mean. Sound easy, don't they? They ARE just that easy. But every one is the kind of dish that makes your family and your friends rise up and call you "a simply marvelous cook!"

Do start out and try one—right away!

MENUS

Consomme
Slim Jim Butter Pretzels

Stuffed Meat Roll (Page 11)

Baked Potatoes Buttered Onions

Endive Salad

"Uneeda Bakers"
Dark Fruit Cake

Coffee

Grapefruit Cocktail
"Uneeda Bakers" Butter Wafers

Syrian Lamb (Page 12)
Parsley Potatoes Buttered Peas

Lettuce with Russian Dressing

Magic Chocolate
Banana Cream Pie

Coffee

Tomato Juice Cocktail

Scalloped Oysters (Page 12)
French Fried Potatoes
Pan Fried Carrots

Romaine Salad
Premium Flake Crackers

Pineapple Cheese Cake (Page 13)

Coffee

Pickled Beet Canape

Rolled Ham Roast (Page 11)
Candied Sweet Potatoes Spinach

Lettuce with French Dressing

Cranberry Apple Pie (Page 13)

Coffee

Stuffed Meat Roll (Page 11)

Magic Banana Cream Pie (Below)

TRY THESE *for* DINNER!

HAM AND CAULIFLOWER BAKE

1 small cauliflower, cooked
12 N.B.C. Soda Crackers, salted
1 cup cooked, chopped ham
Salt & pepper
2 tbsps. butter
1¾ cups milk

Separate cauliflower into flowerets and crumble crackers. In a buttered baking dish arrange alternate layers of cauliflower, ham and crackers. Season, dot with butter and pour milk over all. Bake in a hot oven (425°F) 25-30 minutes. 6 portions.

STUFFED MEAT ROLL

12 N.B.C. Soda Crackers, crumbled fine
¼ cup butter or suet drippings
1 small onion, grated
Salt and pepper
½ tsp. powdered sage
½ cup hot water
1 lb. chopped round steak

Crumble crackers. Melt butter, add seasoning and hot water. Mix and shape into long roll. Pat meat into an oblong cake and roll around cracker mixture. Bake in a hot oven (475°F) 20-25 minutes. 6 portions.

ROLLED HAM ROAST

20 Premium Flake Crackers
¾ cup hot water
1 small onion minced
1 tsp. poultry seasoning
1 tbsp. parsley, chopped
1 large slice of ham, raw
½ cup brown sugar
1 tsp. mustard
¼ cup vinegar

Crumble crackers and add hot water, onion, seasoning and parsley. Spread this mixture on slice of ham, roll and tie or skewer. Mix sugar and mustard, add vinegar and spread on prepared ham. Bake in a moderate oven (375°F) 40 minutes. 6 portions.

MAGIC BANANA CREAM PIE

Famous Chocolate Wafers
1⅓ cups (1 can) sweetened condensed milk
¼ cup lemon juice
2 bananas, sliced

Line a 9-inch pie plate with Famous Chocolate Wafers, cutting enough in halves to stand up around inside of plate. Cover bottom with wafers crumbled or broken to fit. Blend milk and lemon juice. Fold in sliced bananas. Pour into the Chocolate Wafer-lined pie plate. Garnish with whipped cream or meringue. Chill and serve six.

CHILI LOAF

1 cup canned peas
12 Premium Flake Crackers, crumbled
1 egg, beaten
½ lb. round steak, ground
1 onion, minced
½ tsp. chil. powder
1 tsp. salt
1 green pepper, chopped
1 tbsp. butter

Combine all ingredients except butter. Shape into a loaf and dot with butter. Bake in a moderate oven (375°F) about 1 hour. Serve with tomato sauce. 6 portions.

APPLE JONATHAN

6 pieces National Zwieback
¼ cup milk
2 eggs, beaten
½ cup sugar
1 tsp. baking powder
2 cups sliced apples

Crumble Zwieback fine and mix with milk. Mix together beaten egg and sugar and combine with Zwieback. Stir in baking powder. Put apples in a buttered baking dish and pour mixture over them. Bake 30 minutes in a moderate oven (400° F). 6 portions.

SCALLOPED OYSTERS

2½ cups Dandy Oyster Crackers
1½ doz. oysters
3 tbsps. butter
Salt & pepper
½ cup oyster liquor
1 cup milk

Butter baking dish and cover bottom with a layer of Dandy Oyster Crackers. Add one half the oysters, dot with butter and sprinkle with salt and pepper. Pour on half the liquor. Repeat with another layer of Dandy Oyster Crackers, oysters, salt, pepper, liquor, and the rest of the Dandy Oyster Crackers. Dot with butter. Add milk. Cover and bake in hot oven (450° F) 25-30 minutes. 6 portions.

SYRIAN LAMB

14 Uneeda Biscuit
2 cups canned tomatoes
¼ tsp. cinnamon
¼ tsp. allspice
1 tsp. salt
¼ tsp. black pepper
1 cup coarsely chopped, cooked lamb
1 tbsp. fat
Cheese

Crumble crackers and add tomatoes and seasoning. Brown meat in hot fat and add to the tomato-cracker mixture. Pour into greased baking dish, sprinkle with cheese and bake in a hot oven (425° F) 15 minutes. 6 portions.

OYSTERETTE CROUTONS

3 tbsps. butter
2 cups Oysterettes

Melt butter in frying pan, add Oysterettes and pan fry over low flame, stirring until all are brown.

AMBROSIA

3 seedless oranges
½ cup powdered sugar
1½ cups shredded cocoanut
12 Social Tea Biscuits

Peel the oranges and cut in small pieces. Add sugar, cocoanut and coarsely crumbled Social Tea Biscuits. Chill and serve. 6 portions.

TRICK ICEBOX CAKE

2 squares unsweetened chocolate
1 can sweetened condensed milk
½ cup water
Vanilla Wafers

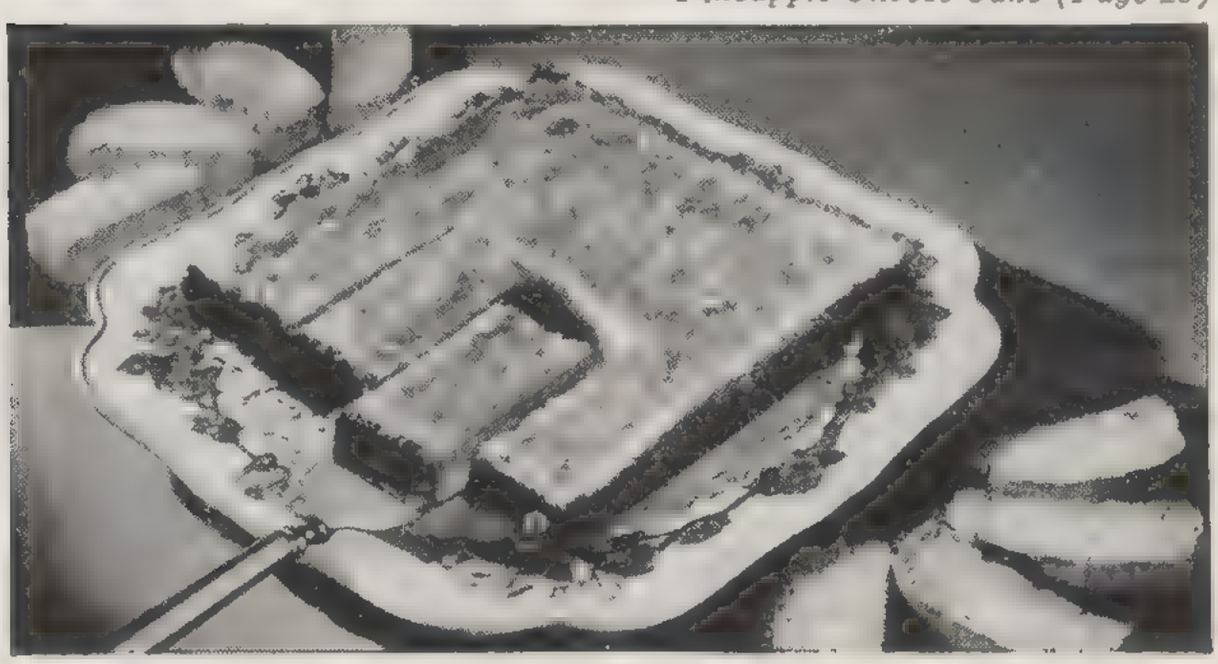
Melt chocolate in double boiler. Add condensed milk and stir until mixture thickens. Add water. Line long narrow mold with paraffin paper and cover bottom with thin layer of chocolate mixture. Cover with a layer of "Uneeda Bakers" Vanilla Wafers. Then add a layer of chocolate mixture and another layer of wafers. Repeat until all chocolate is used. Top with wafers. Chill in refrigerator 3-4 hours. Turn out on platter, remove paper and serve in slices, plain or with whipped cream. 6 portions.

SHOOFLY PIE

17 Uneeda Graham Crackers
½ cup butter
½ cup sugar
¾ cup molasses
1 tsp. cinnamon
½ tsp. cloves
2 tbsps. vinegar
1 egg

Crumble crackers fine and reserve ½ cup. Mix the remainder with ⅓ cup butter and 1 tbsp. sugar. Press mixture in an even layer firmly against sides and bottom of buttered pie plate. Combine the ½ cup of crackers with sugar, molasses, spices, vinegar and remainder of butter, melted. Beat egg and add to molasses mixture. Pour into cracker-lined plate and bake in a hot oven (425° F) 15 minutes. 8-inch pie.

Pineapple Cheese Cake (Page 13)



DESSERTS *for* DINNER

DEEP DISH APPLE PIE

¾ cup sugar
3 cups cooking apples, peeled and sliced
¼ tsp. nutmeg
20 Champion Flake Butters, rolled fine
⅓ cup butter
1 pkg. cream cheese
½ cup cream
¼ tsp. salt

Reserve 1 tbsp. sugar for crust and mix remainder with prepared apples and nutmeg. Put into a buttered shallow pudding dish. Mix crackers with softened butter and 1 tbsp. sugar and spread mixture in an even layer over apples. Cover and bake in a hot oven (425°F) until apples are tender, about 30 minutes. Uncover and brown lightly. Garnish with cheese blended with cream.

PINEAPPLE CHEESE CAKE

½ pkg. National Zwieback
2 tbsps. butter
2 tbsps. sugar
1 cup cottage cheese
⅛ tsp. salt
½ cup sugar
2 beaten eggs
½ cup crushed pineapple
½ cup rich milk

Roll Zwieback fine. Reserve 3 tbsps. for top. Mix remainder with softened butter and 2 tbsps. sugar. Press this mixture firmly against sides and bottom of buttered loose-bottom cake pan. Mix cheese with remaining ingredients and beat thoroughly. Pour into crumb-lined pan, sprinkle with remaining crumbs. Bake at 425°F for 10 minutes. Reduce heat to 350°F and bake until firm. Makes one 8-inch cake.

PEACH ICEBOX PIE

30 Vanilla Wafers small
1 pkg. orange gelatin dessert
2 cups sliced peaches
½ cup sweetened whipped cream

Roll Wafers and line buttered pie plate with the crumbs. Prepare gelatin. When beginning to set, pour into crumb lined plate, chill. Add peaches and whipped cream.

CHOCOLATE MINT CHARLOTTE

1 cup cream
1 cup "after dinner" Mints, crushed
10 Famous Chocolate Wafers, crushed

Beat cream, fold in mints and Wafers. 6 portions.

CRANBERRY APPLE PIE

22 Premium Flake Crackers
⅓ cup butter
1 cup sugar
1½ cups cranberries
1½ cups diced cooking apples
½ cup water

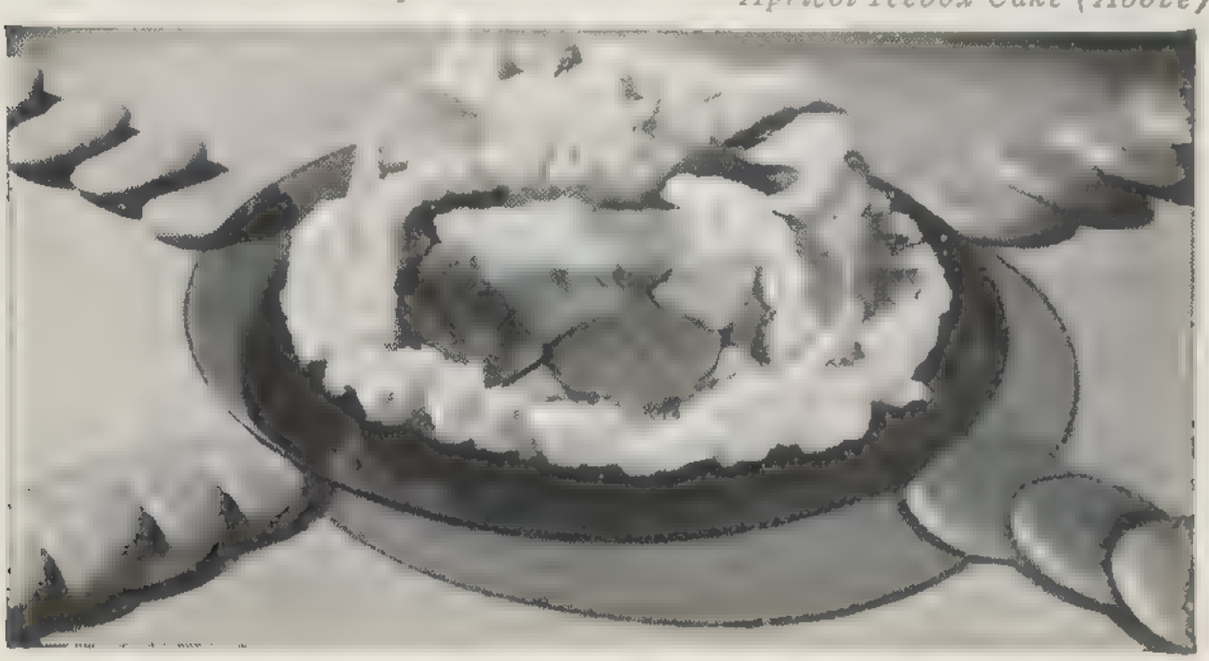
Crumble crackers fine and mix with butter and 1 tbsp. sugar. Press mixture in an even layer against sides and bottom of buttered pie plate. Cook cranberries and apples, water and remainder of sugar together until tender. Cool and pour into cracker-lined plate. Bake in hot oven (425° F) 12-15 minutes. 8-inch pie.

APRICOT ICEBOX CAKE

3 eggs
1¼ cups apricot pulp
½ cup brown sugar
4 tbsps. butter
½ cup whipped cream
1 box Vanilla Wafers

Beat eggs, add fruit pulp, and stir over hot water until thick. Add creamed butter and sugar and cool. Fold in whipped cream. Line a loaf pan with wax paper, and a layer of Vanilla Wafers. Pour in mixture and top with Wafers. Chill and serve with whipped cream.

Apricot Icebox Cake (Above)



WHEN GUESTS POP IN!

CRACKER cookery comes into its own when you need a good meal and need it quick. You open a can from the emergency shelf — do magic things to its contents with crackers—and surprise even yourself with the delicious dish that so soon appears on your table.

Here are quick treats — every one of them. Read them over now. Make sure your emergency shelf is well stocked. And be ready to cook the dish you like best next time your program says, "SPEED!"

LUNCHEON

Horseradish Butter Canapes

Quick Chop Suey (Page 15)
Sliced Cucumbers

Ambrosia (Page 12)

Zu Zu Ginger Snaps

Tea

SUPPER MENU

Clam Juice Cocktail
Butter Splits

Deviled Crab
Potato Chips Stuffed Olives

Canned Cherries
"Uneeda Bakers"
Assortment de Luxe

Tea

DINNER

Stuffed Chilled Tomato

Baked Shrimp (Page 15)
Mashed Potatoes
Buttered Beans

Hearts of Lettuce

Pineapple Cheese Torte (P. 15)

Coffee

DINNER

Deviled Ham Canape

Spinach and Eggs au Gratin
(Page 15)
Hashed Brown Potatoes
Buttered Beets

Lettuce with Russian Dressing

Canned Apricots
Lorna Doone Shortbread

Coffee

Deviled Crab (Page 15)

Pineapple Cottage Cheese Torte (Below)

HURRY-UP DISHES

QUICK CHOP SUEY

2 lbs. lean pork, diced
2 tbsps. fat
Salt & pepper
1 cup celery, chopped
1 green pepper, shredded
18 Uneeda Biscuit
1½ cups meat stock or hot water

Brown pork quickly in hot fat in frying pan. Season and add vegetables and cook covered over low flame until tender, adding a little water occasionally to prevent sticking. Crumble crackers fine and pour over them the hot stock or water. When meat and vegetables are tender combine with crackers. Serve hot. 6 portions.

SPINACH AND EGGS AU GRATIN

10 Premium Flake Crackers
2 cups cooked spinach
4 hard boiled eggs
Salt & pepper
1 cup milk
2 tbsps. grated cheese
1 tbsp. butter

Crumble crackers, chop spinach and season and slice eggs. In a greased baking dish put alternate layers of crackers and spinach and eggs, finishing with crackers. Pour milk over all, sprinkle with cheese and dot with butter. Bake in a hot oven (425°F) 15 minutes. 6 portions.

DEVILED CRAB

12 Uneeda Biscuit
1 cup hot rich milk
2 tbsps. butter
1 cup flaked crab meat
1 tsp. Worcestershire sauce
Salt & pepper
2 egg yolks, beaten

Crumble 6 crackers fine and add hot milk and butter. Mix and stir in crab flakes, Worcestershire, seasoning and egg yolks. Heap portions on whole crackers and bake in a moderate oven (375°F) 20 minutes. 6 portions.

PINEAPPLE COTTAGE CHEESE TORTE

20 Uneeda Graham Crackers
½ cup butter *½ cup sugar*
½ lb. cottage cheese
2 cups drained, canned pineapple

Crumble crackers fine and mix with butter and sugar. Bake in a buttered loose-bottom cake pan for 12-15 minutes in a hot oven (425° F). Remove from oven. Cool and spread with cottage cheese and then with cut pineapple. Garnish with rosettes of cheese and strips of pineapple. Makes one 8-inch torte.

BAKED SHRIMP

24 Premium Flake Crackers, crumbled
2 tbsps. chopped parsley
2 cups shrimp
Salt & pepper
2 cups milk
2 tbsps. butter

Arrange shrimp and crumbled crackers in alternate layers in a greased baking dish. Sprinkle each layer with parsley and seasoning. Pour milk over all and dot with butter. Bake in a hot oven (425°F) 20 minutes. 6 portions.

ITALIAN LUNCH

½ lb. American cheese
Salt and cayenne
1 can condensed tomato soup
12 toasted N.B.C. Soda Crackers, salted

Slice cheese and stir in saucepan over slow fire until melted. Add seasoning and soup. Stir well and heat thoroughly. Serve on toasted N.B.C. Soda Crackers, salted. 6 portions.

FOR PRACTICAL PURSES!

THERE'S a time to splurge and a time to save. And today is saving time in many a household. But you don't need to let your meals proclaim how little it cost to cook them.

Here are dishes that won't give you away! They even taste expensive! But COUNT THE COST. We're very sure you'll be slipping them into your menus again and then again!

LUNCHEON

Creamed Codfish with Eggs
(Page 17)

Celery and Apple Salad
Cheese Tidbits

"Uneeda Bakers"
Zu Zu Ginger Snaps

Tea Milk

LUNCHEON

Eggs Louisiana
(Page 17)

Cabbage and Carrot Salad

Sliced Bananas
Lemon Snaps

Tea Milk

DINNER

Clear Bouillon
Uneeda Biscuit

Tiptop Meat Pie
(Page 17)

Lettuce with French Dressing

Apple Jonathan (Page 11)

Coffee

DINNER

Cucumber Canape

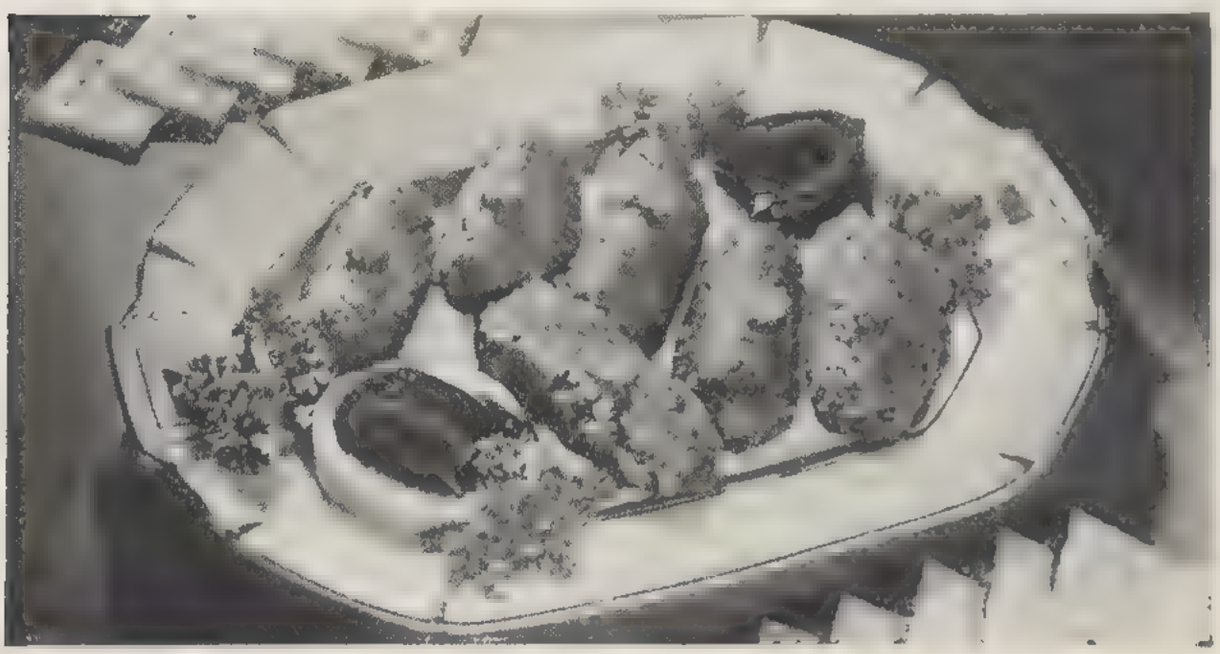
Liver Loaf
(Page 17)
Creamed Potatoes
Mashed Turnips

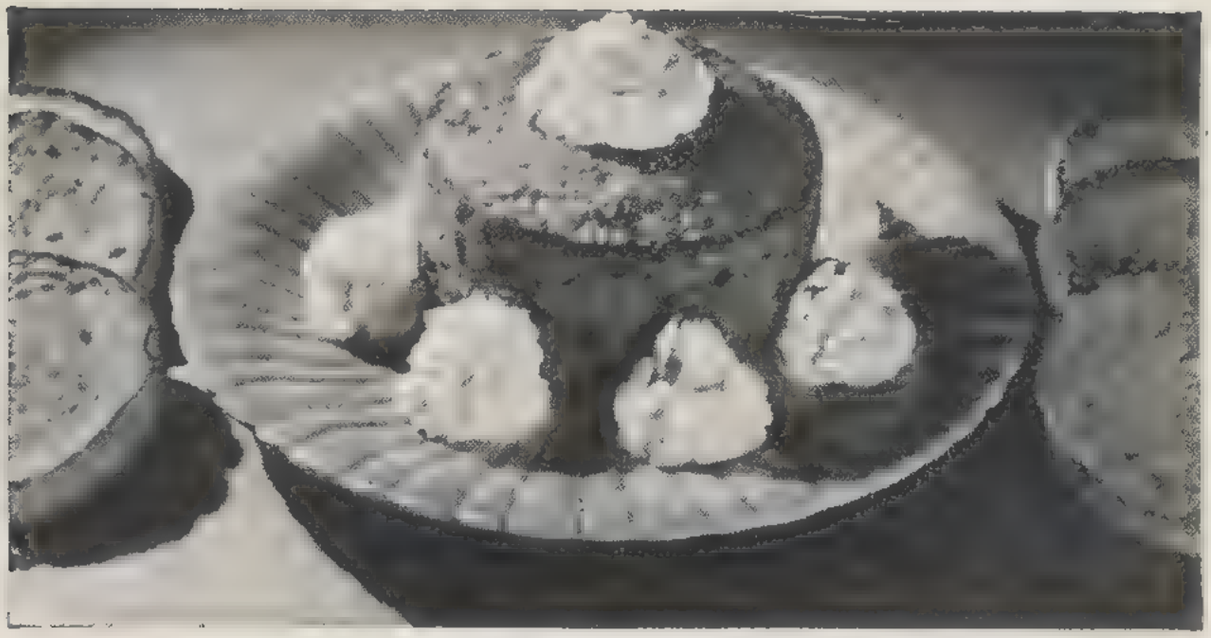
Cole Slaw

Thrift Plum Pudding
(Page 17)

Coffee

Lamb Rolls with Currant Jelly (Page 17)





Thrift Plum Pudding (Below)

PENNY-WISE TREATS

LIVER LOAF

1 lb. liver
¼ lb. salt pork
20 Premium Flake Crackers, crumbled
1½ cups hot stock or water
2 eggs, beaten
1 tbsp. onion, minced
1 tsp. poultry seasoning
Salt & pepper
1 tbsp. butter

Pan fry salt pork and remove from pan, add liver to fat and sear on both sides. Coarsely grind pork and liver together. Pour hot stock or water over crumbled crackers. Combine meat, crackers and beaten eggs and season. Shape into a loaf, and dot with butter. Bake in a hot oven (425° F) 25-30 minutes. 6 portions.

LAMB ROLLS WITH CURRANT JELLY

Salt & pepper
2 lbs. breast of lamb, or left-over lamb
1½ cups hot water
10 Premium Flake Crackers
1 glass currant jelly

Season lamb, add water. Cover and cook slowly until tender. Drain, reserve stock and remove meat from bones and chop fine. Crumble crackers fine and mix with meat and enough meat liquor to make thick mixture. Cool. Shape into rolls and pan fry in hot fat, turning to brown on all sides. Melt jelly and serve with the meat rolls. Garnish with parsley. 6 portions.

THRIFT PLUM PUDDING

2 cups cooked carrots, mashed
¼ cup finely chopped suet
¼ cup sugar
¾ tsp. salt
5 Holland Rusk, crumbled
½ tsp. cinnamon
¼ tsp. cloves
2 eggs, beaten
1 cup raisins and citron, chopped
2 tsps. bak. powder

Mix ingredients in order given and pour into a greased mold. Steam 1½ hours. Serve with a hard sauce, or whipped cream. 6 portions.

TIPTOP MEAT PIE

3 cups veal and carrot stew
12 Premium Flake Crackers
2 tbsps. butter

Place well-seasoned hot stew in a large shallow buttered baking dish. Soak crackers in hot water until they swell and cover top of stew with them. Dot with butter. Then place in the broiling oven to brown. 6 portions.

EGGS LOUISIANA

1 cup condensed tomato soup
¾ cup cold water
½ cup grated cheese
Salt & pepper
½ cup cooked left-over vegetables
1 tbsp. minced onion
6 eggs
9 N.B.C. Soda Crackers, crumbled

Combine soup, water, crumbled crackers, vegetables and onion. Pour into greased baking dish. Break eggs carefully on top and season. Cover with grated cheese, bake in hot oven (425° F) until eggs are set, about 15 minutes. 6 portions.

CREAMED CODFISH WITH EGGS

½ lb. (1 cup) flaked salt codfish
Cold water
2 cups hot milk
3 hard boiled eggs (sliced)
2 tbsps. butter
12 N.B.C. Soda Crackers (crumbled)

Cover fish with water, bring to a boil and drain. Pour milk over crumbled crackers (reserving ¼ cup for topping dish) and combine with fish and eggs. Pour into a greased baking dish, dot with butter and sprinkle with remaining crackers and brown in hot oven (425° F). 6 portions.

"SPECIAL EXTRA" MEALS

WHEN you do feel like stepping out, crackers are right with you. Here are menus for "occasions," for the dinners and parties you dream about. And here are dishes that match the menus —really gorgeous things-to-eat that excite the bridge club's envy, the important guest's appreciation. Read them now—try them soon. And watch them put your party over in a grand and glorious way!

LUNCHEON

Grape Juice Cocktail

Vegetable Omelet (Page 20)

Olives Celery
Salted Almonds

Burnt Almond Ice Cream

Chocolate Royal Sticks

Tea

SUPPER

Lime Juice Cocktail
Canapes

Clubhouse Oysters (Page 20)

New Pear Salad (Page 20)

Black and White Torte (Page 21)

Coffee

GUEST DINNER

Grape and Orange Cup

Stuffed Drumsticks (Page 20)
Potato Puff
Broccoli Hollandaise

Endive
with Roquefort Cheese Dressing
"Uneeda Bakers" Butter Wafers

Eggnog Pie (Page 21)

Coffee

SUNDAY DINNER

Cream of Tomato Soup

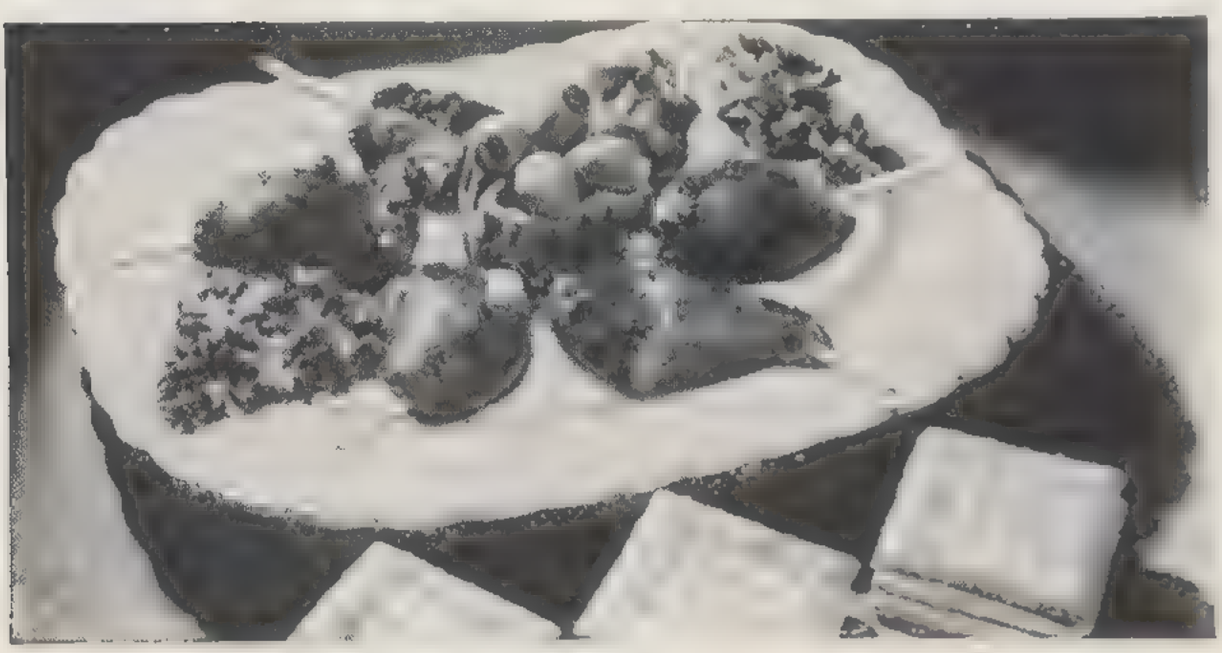
Pork Chops a la Robert (Page 20)
Mashed Potatoes
Buttered Cauliflower

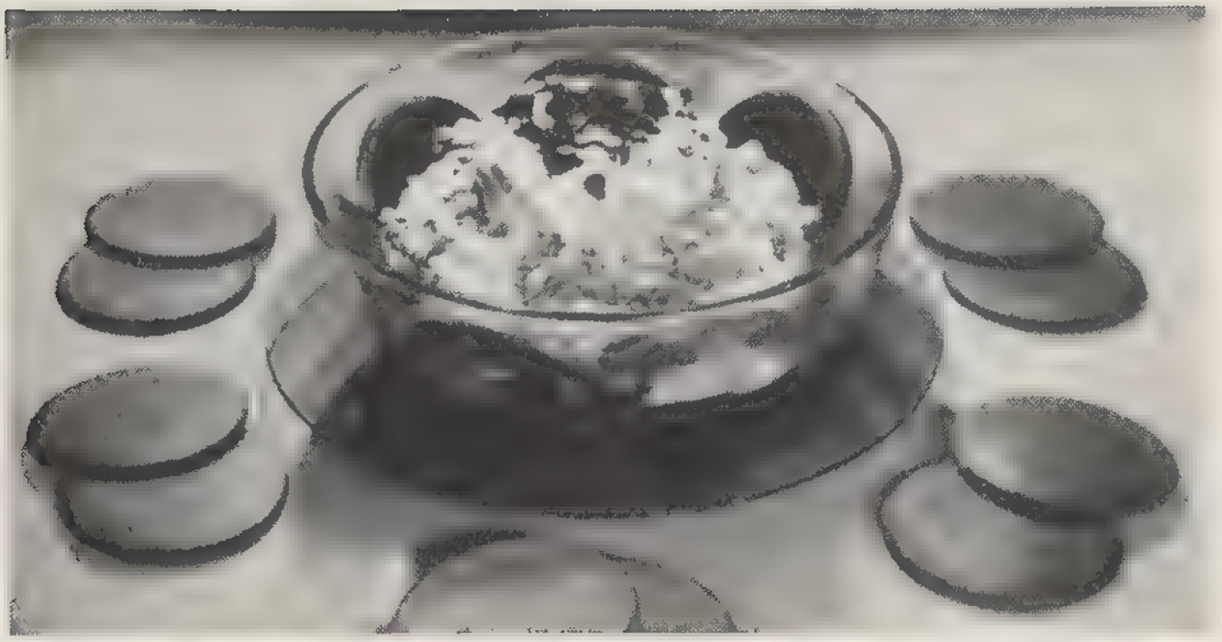
Beet Salad
Cheese Tidbits

Apricot Icebox Cake (Page 13)

Coffee

Stuffed Drumsticks (Page 20)





Chocolate Mint Charlotte (Page 13)

For the Season's BIG MOMENTS

AFTERNOON TEA

Cream Cheese
(Riced over Mint Jelly)
Heated Premium Flakes

"Uneeda Bakers" English Style
Assortment

Tea

LATE SUPPER

Mixed Hors d' Oeuvres
"Uneeda Bakers"
Toasted Whole Wheat Wafers
"Uneeda Bakers" Butter Wafers

Ginger Ale Coffee

Mints

CLUB LUNCHEON

Pineapple and Grape Cup
Cheese Wafers
Eggs Italian (Page 7)
Julienne Potatoes
Buttered Lima Beans

Watercress Salad

Chocolate Mint Charlotte
(Page 13)

Coffee

BUFFET MENU

"Uneeda Bakers" Canapes
Lime Juice Cocktail

Chicken Imperial (Page 20)

Tomato Jelly Salad

Coffee Ice Cream with
Oreo Sandwich

Coffee

COLUMBUS DAY DINNER

Cream of Beet Soup

Boiled Salmon, Hollandaise
Potato Souffle
Buttered Carrots

Tomato and Celery Salad
"Uneeda Bakers"
Slim Jim Butter Pretzels

Deep Dish Apple Pie (Page 13)

Coffee

FAMILY REUNION

Vegetable Consomme
"Uneeda Bakers" Oysterettes

Lamb Rolls with Currant Jelly
(Page 17)
Browned Potatoes
Buttered Peas

Cucumber Salad

Chocolate Velvet
(Page 21)

Coffee

VEGETABLE OMELET

4 tbsps. butter
1 tbsp. onion
1 cup celery
½ cup raw carrots, diced
4 eggs
1½ cups shredded string beans
Water
Salt & bepper
12 Premium Flake Crackers
¾ cup milk

Brown onion in 2 tbsp. butter and add vegetables and water. Cover and cook until tender. Season. Beat eggs. Crumble crackers and combine with milk and eggs. Melt 2 tbsps. butter in omelet pan, pour in egg mixture and cook covered over low flame until set. Place hot cooked vegetables on half the omelet and fold. 6 portions.

STUFFED DRUMSTICKS

2 lbs. veal steak (¾ inch thick)
Salt & pepper
10 N.B.C. Soda Crackers
1 tbsp. minced onion
½ tsp. poultry seasoning
2 tbsps. butter
½ cup milk
½ cup evaporated milk
Hot water

Cut veal in triangles about 4 inches long. Season and fill with the following stuffing. Crumble seven crackers and mix with onion, seasoning, melted butter and fresh milk. Skewer in the shape of turkey legs. Crumble three crackers fine. Dip skewered meat in evaporated milk and roll in fine cracker crumbs. Heat fat in heavy frying pan and brown quickly on all sides. Add one cup of hot water, cover, cook until tender, 40 minutes.

PORK CHOPS A LA ROBERT

16 Premium Flake Crackers
2 cups sliced cooking apples
½ cup sliced onions
Salt & pepper
6 loin pork chops

Into a greased baking dish put alternate layers of crackers, apples and onions. Season and lay chops on top. Season meat and bake covered (375° F) 40 minutes. Uncover, brown. 6 portions.

NEW PEAR SALAD

½ tsp. salt
Lettuce and mayonnaise
12 halves of canned pears
⅛ tsp. paprika
3 tbsps. cream
1 pkg. cream cheese
6 "Uneeda Bakers" Old Fashion Ginger Snaps, crumbled

Drain pears. Blend cheese with cream, paprika and salt. Fold in Ginger Snaps. Fill pear cavities. Chill, serve on lettuce with mayonnaise. 6 portions.

CLUBHOUSE OYSTERS

2 tbsps. butter
18 oysters
18 Premium Flake Crackers
½ cup cream
Salt and pepper
2 egg whites
1 tsp. horseradish

Heat drained oysters in butter until edges curl. Place one oyster on each cracker and season. Cover with egg whites beaten with horseradish. Depress centre of each mound of egg whites. Brown lightly in a slow oven (325°F). Beat cream with ¼ tsp. salt. Use as a garnish in depressions in egg whites.

CHICKEN IMPERIAL

1 cup chicken
11 Premium Flake Crackers
1 cup hot milk
¾ cup chicken stock
2 tbsps. pimiento
1 tsp. onion
1 tbsp. parsley
1 cup cooked mushrooms
Salt and pepper

Dice chicken. Add crumbled crackers, milk, stock, pimiento, onion, parsley. Cook over low flame 5 minutes. Add mushrooms and seasoning and cook 5 minutes. Serve on heated Premium Flake Crackers. 6 portions.

Clubhouse Oysters (Above)

"SPECIAL EXTRA" *Desserts*

GINGER TEA MUFFINS

30 "Uneeda Bakers" Old Fashion Ginger Snaps
2 tbsps. sugar
¼ tsp. salt
2 tbsps. butter, melted
½ cup milk
1 egg
2 tsps. baking powder
1 pkg. cream cheese

Roll Ginger Snaps fine and reserve 2 tbsps. of crumbs. Add sugar, salt and melted butter. Heat milk and pour over Ginger Snap mixture. Add beaten egg and baking powder. Bake in greased muffin pans in a hot oven (425°F) 20-25 minutes. Remove from pans, spread with cream cheese, sprinkle with crumbs.

BLACK AND WHITE TORTE

½ pkg. National Zwieback, rolled fine
1 cup nut meats, chopped fine
3 egg yolks
½ cup sugar
½ tsp. cinnamon
1 tsp. baking powder
3 egg whites

Prepare Zwieback and nut meats and combine. Beat egg yolks with sugar until light and fluffy. Add nut and Zwieback mixture, cinnamon and baking powder. Fold in stiffly beaten egg whites. Pour into an 8 or 9 inch layer cake pan and bake 15 minutes (375°F). Cool, spread with alternate rings chocolate frosting and whipped cream.

BROWNIES

24 Premium Flake Crackers, crumbled fine
1 egg
¼ cup melted butter
1½ cups brown sugar
2 tbsps. water
2 squares chocolate
½ tsp. baking powder
½ cup nut meats, chopped

Beat egg slightly and stir in melted butter and sugar. Add water, beat, and stir in melted chocolate. Mix crumbled crackers, baking powder and nut meats and stir into egg mixture. Bake in a greased cake pan 25-30 minutes in a moderate oven (350°F). Cool and cut into squares.

CHOCOLATE VELVET

20 "Uneeda Bakers" Chocolate Snaps, crumbled fine
½ tbsp. gelatin
2 tbsps. cold water
1 cup cream, whipped
2 tbsps. powdered sugar
¼ tsp. salt
1 tsp. vanilla

Dissolve gelatin in cold water 5 minutes. Crumble Snaps. To whipped cream add sugar, salt and vanilla and gelatin. Fold in crumbled crackers. Heap in a serving dish and chill. 6 portions.

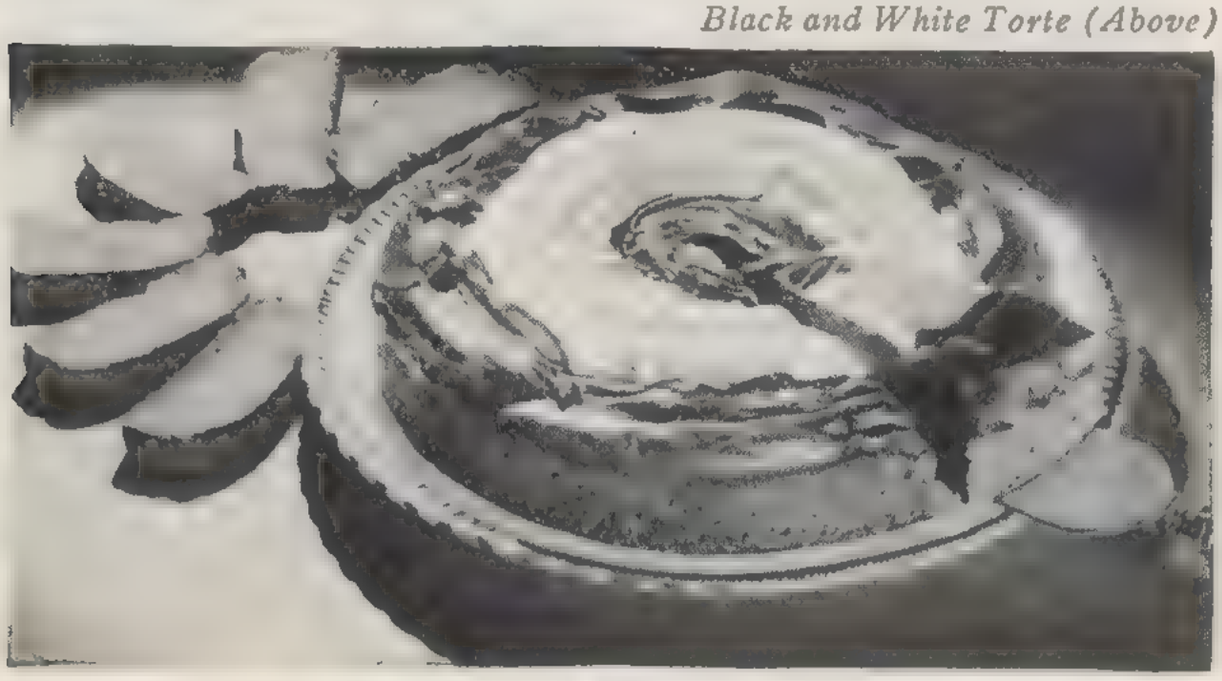
EGGNOG PIE WITH GINGER CRUST

FILLING:
2 tsps. gelatin
¼ tsp. nutmeg
½ cup cream, whipped
¾ cup unsweetened evaporated milk
⅛ tsp. salt
Rum flavoring
3 tbsps. cold water
¼ cup water
2 eggs, separated
½ cup sugar

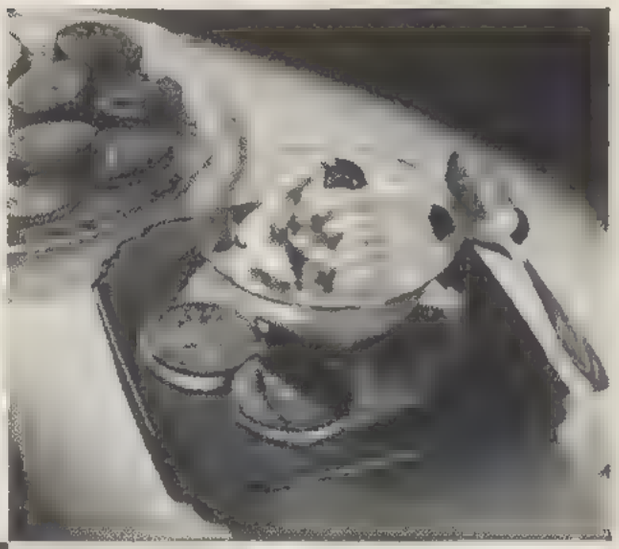
CRUST:
18 Old Fashion Ginger Snaps
1 tbsp. sugar
⅓ cup softened butter

Soak gelatin in cold water, 5 minutes. Combine milk and ½ cup water and heat. Beat egg yolks with sugar and salt and stir hot milk into them. Return to double boiler and stir until thickened. Remove from fire, add gelatin and flavoring. Cool, beat with rotary egg beater and fold in stiffly beaten egg whites and cream. Crumble Ginger Snaps very fine and mix with sugar and softened butter. Line a pie plate with this mixture pressing firmly against sides and bottom in an even layer and bake 10 minutes in a hot oven (425° F). When cool fill with the eggnog filling. Let stand 2 or 3 hours. Makes 8-inch pie.

Black and White Torte (Above)



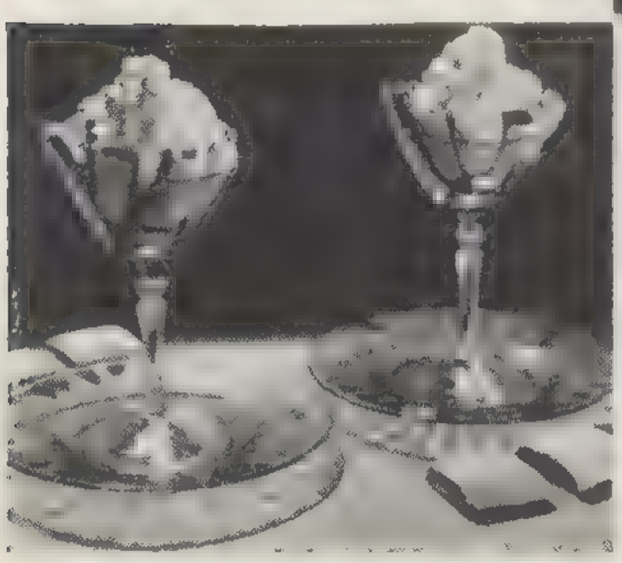
QUICK TRICKS: *and*



COFFEE ICE CREAM topped with whipped cream and a gay cherry, and to dress it up that distinguished sweet biscuit, the Oreo Sandwich. There's a dessert in a hurry!

GUESTS FOR TEA! Serve something new. Blend cream cheese with enough orange juice to moisten, add a teaspoonful of grated orange rind and shape in balls. Serve each dainty ball on its own Butter Wafer, garnished with festive green parsley.

BEAT UP A MERINGUE, pile it lightly on Lorna Doone Shortbreads, brown in a slow oven, and serve each individual meringue with a spoonful of sparkling jelly in the center. New, quick—and good to eat!



SOMETHING NEW in a Charlotte Russe—Fig Newtons cut in thin strips, posed around the edges of a sherbet glass, filled with sweetened whipped cream, and topped with a cherry or a sweet canned fig.

MORE OF THEM!

TRY THIS CATERERS' TRICK! Cut a pint brick of ice cream in small cubes. Press Nabiscos against the sides, cutting to fit if necessary. Sprinkle the cream with grated chocolate and serve with a small fresh flower.

HALF THE FUN of playing bridge is the nibbling that goes with it. And "Uneeda Bakers" Royal Sticks, Chocolate Mint Wafers, Epinuts, Chocolate Fingers, and Nabisco Wafers make exciting nibbling.

AS GOOD FOR YOUR HEALTH as it's good to your tongue is this novel one-dish lunch. Hot Shredded Wheat, hollowed out in basket shape, filled with seasoned spinach, and topped with a poached egg.

WHEN YOU SERVE A MOLDED SALAD, try your hand at this garnish. Design your own "flowers" of small Cheese Tidbits, with strips of green pepper for the stems. Cheese Tidbits and sliced stuffed olives form a decorative border.

AND NOW TO DO YOUR OWN CRACKER COOKING!

Don't think the things in this cook book are all you can do with crackers. They're not even the beginning.

As you read through the book and try the recipes you'll probably be finding out that crackers are life-savers in at least three ways:

TO stretch a dish —

When you want to make two eggs do the work of three, dress up yesterday's leftovers for today's whole meal, stretch a bit of this and a dab of that into something really exciting—that's the time to depend on crackers! Try some of the recipes in this book—and you'll see how easy and pleasant it is to put crackers to work for you.

TO sidestep failure —

If your pie crust doesn't always come out of the oven crisp and tender, if your souffles are entirely too apt to fall—that's another place to count on crackers. Cracker pie crust can't fail—all the difficult blending and baking is done. Cracker souffles don't fall—(they go farther, too). And as you look through the recipes in this book, you'll see how you can take the guesswork out of many of your favorite dishes by the simple addition of crackers.

TO add new flavor —

"Uneeda Bakers" crackers are so good themselves you'll find they always add new interest, new delight to your *own* good cooking. Now you can have FLAVORED pie crusts—chocolate crust, ginger crust, vanilla crust. You can add the flavor of spicy crackers, sweet crackers, salty crackers, to any dish you want to step up.

So to make your cooking go farther, to guard against failure, to add new flavor and interest to your meals — TRY CRACKER COOKERY. We believe you'll find it fun!

I'd like to know!

It all started last Spring when I had the pleasure of preparing the first book of "Menu Magic." Would women like the recipes? Would they find in them genuine help in planning meals? Almost in a whisper I asked them to tell me how successful they were with cracker cookery.

The letters that came in every mail were the best kind of encouragement for preparing the "Summer Book of Menu Magic," and now this new fall edition. This time I'm going to be a lot bolder and ask you to do a genuine favor for me.

First, after you have tried some of these recipes, will you please tell me which three you like best? Tell me, too, how your family liked them. Then, if you have worked out any recipes of your own, using crackers as ingredients, would you please pass them on to me? I know this book only scratches the surface of the many, many excellent dishes that can be improved by cracker cookery.

And please, if any of your friends want to be cracker cooks, don't feel you have to give them your cook book! Just send me their names and addresses —and I'll see that they get a copy of "Menu Magic" right away! Thank you.

Nancy Best

National Biscuit Company
449 West Fourteenth Street
New York City

MENU MAGIC

THE BOOK OF